WATT, RETTEW & CLAY.

Watt's is the coolest shopping place in town.

50c. Percale Shirt Waists, 29c. 89c. Madras Shirt Waists, 50c.

Fine Madras. Up to date.

Excellent quality. Well made, Could we offer anything more tempting?—or more reasonably priced?

We think not. But, the whole store is filled with values just as good!

We realize that in order to induce you to "leave your happy home" during these hot, sizzling days—even for a few moments—the store must hold out inducements of an extraordinary nature.

Yes, the store is cool and comfortable—the coolest and most comfortable in town. Yet, that alone wouldn't bring you here.

Well-made Crash Skirts, 33c. \$1 Percale Wrappers, 75c.

With two-inch hems.'

Yoke finished with braid.

Such are the magnets we use to draw you. And, we think you'll respond gladly. Quickly.

You can judge by these magnificent offerings that we have set out to make this mid-summer month a busy one in spite of the general camplaint that "trade is always dull in July."

The fact is, the doings of this store permit of no dull days in any season. We keep the business machinery so thoroughly oiled that busy days are always with us.

Other very enticing, business bringing values are told of below:—

Summer Skirts.

- AT 31—Five gore White P. K. Skirts—
 pleated back—three-inch hem.
 AT 31—Skirts made of excelent crash
 linen—two bands of white duck
 around bottom.
 AT 51—Skirts made of cotton covert
 cloth brown, gray, navy and
 green, with 3-inch hem.
 AT 51.25 Skirts of excellent crash
 linen—three graduated bands of
 white duck around the bottom.
 White P. K. Skirts—plain and fancy
 —51.50, \$2, \$3.50, \$5, \$5.50 and \$7.
 Black P. K. Skirts, at \$3 each
 Cadet Blue Duck Skirts full flare
 with panels of white duck—\$3.50,

THESE OF WOOL:-

- Two styles of \$5 Navy Blue Serge_Skirts, at \$3.

 Regular \$5 Black Cheviot Serge Skirts at \$3.

 Regular \$6 Homespun and Serge Skirts gray, black, navy and brown, at \$4.

 Regular \$1.50 Skirts at \$3. Black and gray mohair, black figured mohair, black and gray mohair, black figured mohair, black and navy serge; some plain; some appliqued.

 Regular \$1.50 Rainy-Day or Shopping Skirts, at \$5. All colors. Twelve rows of stitching around the bottom.
- Regular \$10 Skirts at \$7; fine black and navy serge; appliqued back and navy serge; appliqued back and front. Regular \$15 Black Silk Skirts, at \$10.

Home Furnishings.

really is) when the furniture is cov-

ered with pretty linen! We show a half-dozen different

styles of striped linen-66 inches

reens-polished oak frames - filled with silkoline-triple, 2. Single, \$1, \$1.37½ and \$1.50.

Tapestry Table Covers—new line—4-4, 75c;-6-4, \$1.25—8-4, \$2.25—10-4, \$2.75—12-4, \$3.37\6.

Curtain Scrim-colored stripes-10c. a yard.

Window Shades — spring rollers—3x6 feet—25c. White, light, dark and medium green. Crochet Bed Spreads—full size—Mar-selles patterns — regular \$1.25 spreads, at \$1.

wide-at 50c., instead of 69c.

How cool the home looks (and

Regular \$10, \$15 and \$18 Black Crepon Skirts, at \$5, \$10 and \$12. Regular \$12 Black Cloth Skirts, at \$9; Handsomely appliqued. Regular \$15 Extra Quality Gray Vene-tian Cloth Skirts, at \$10; appliqued back and front.

Tailor-made Suits.

Regular \$7 Suits, now \$2.75 each.
Regular \$8 Suits, now \$4.50 each.
Regular \$9 Suits, now \$5.25 each.
Regular \$10 Suits, now \$5.26 each.
Regular \$12 Suits, now \$7.50 each.
Regular \$15 Suits, now \$9.75 each.
Regular \$17 Suits, now \$9.75 each.
Regular \$20 Suits, now \$11.25 each.
Regular \$22 Suits, now \$12.75 each.
Regular \$25 Suits, now \$15 each.

Wrappers.

Past color Percale Wrappers-navy blue, gray and new blue grounds-stripes and figures. Yoke finished with braid, 75c, each, instead of St. Good quality Lawn Wrappers, with deep feunice—black, navy, gray and all light colors—pretty figures. Yoke trimmed with braid, \$1 each, instead of \$1.25.

Very excellent quality Lawn Wrappers—voke of white lace muslin, edged with neat solid color ruffle and braid. Braid trimmed sleeves. All colors. \$1.25 each, instead of \$1.50.

A Fan Sale.

Nun's Veiling

at low summer prices.

42 inches wide. 11/2 yards are

\$1 for the \$1.50 grade (silk warp). \$1,50 for the \$2 grade (silk warp).

\$2 for the \$2,50 grade--all silk--

75c. for the S1 grade (wool.)

nough for a veil.

Deep borders.

Perfect black.

Shirt Waists.

White Lawn Shirt Waists. Were 50c., now life. The 89c. Fancy Madras Waists are now 50c. each. Plain Black Percale Waists-launder-ed collar and cuffs-50c.

Plain Black Lawn Waists-tucked and corded-\$1.

corded-45.

White Figured Black Percale Waists—the 75c, ones, at 56c.

The 75c, Colored Madras Waists—cheeks and plaids—at 56c.

The \$1 Colored Percale Waists, at 69c.

39c, for 75c. White Lawn Waists—two rows of insertion running up and down the front. One other good style at same price.

62½c, for \$1.25 White Lawn Waists—3 bias rows of insertion across the front—pleated back. Two other good styles at same price.

75c. for \$1.25 White Cambric Waists—3

of \$1.25 White Cambric Waists-full corded fronts, straight and diagonal cords-plain and pleated backs—4 large pearl buttons. 3

styles.

If for \$1.50 and \$2 White Walsts-six beautiful styles-some have entire fronts of fine Val. lace-some have corded fronts-some of all-over embroidery-newest shape cuffs and collary-

\$1.19 for \$2 White Walsts-two truly magnificent styles-plentifully trim-med with embroldery insertion.

\$6.50 Silk Waists, \$4.89. Black Satteen Petticoats.

The \$6.50 Black and Colored Taffeta Silk Waists — hemstitched and tucked—at \$4.89.

Dressing Sacques.

White Ludia Linon Dressing Sacquesempire collar-lace trimmed. 31.
White Lawn Dressing Sacques-ruffle
of embroidery around deep sailor
collar and bottom. \$1.50.
Pink, blue and lavender Lawn Dressing Sacques-beautifully trimmed
with lace and insertion. \$2.

Bathing Suits.

Children a one-piece suita-made of all-wool flannel-finished with braid. Ages 2 to 8 years, \$1. Girls' two-piece suits-made of all-wool flannel-finished with braid. Ages 6 to 18 years, \$1.70 Girls' navy blue two-piece flannelette suits-braid trimmed. Ages 6 to 16 years, \$1. nese for women:-

Of black mohair-trimmed with white braid \$2.19 and \$3.25.
Of navy blue monair-trimmed with white braid-\$3.50, \$3.89 and \$5.00.
Of navy blue flanned-trimmed with white braid-\$2.20.
Bathing Caps-12%, 25 and 37%c.
Fast black bathing stockings-good quality-10c. pair, 3 pair for 25c.

Be Cambric Corset Covers—felled scams—pearl buttons—12%c. Six styles of regular 6c. Gowns at 5c.—embroidery and lace trimmed.—empire, high neck and low neck. 1.23 Gowns, at 51—four styles—cotton and cambric—beautifully trimmed with embroidery — Empire high neck and square yoke—plenty of tucking. Three styles of Chemise at 25c.—plain corder band—lace trimmed—ruffle around neck and sleeves.

Nazareth Waists.

. Muslin Underwear. Drawers-well made-hem and tucks-

For boys and girls—1 to 12 years. Thousands of mothers already know the wear-resisting qualities of these knitted wasts, and their children wear them. Cool and com-fortable, 13c, and 25c.

At \$1.-better grade-made same as

Cool Corsets.

Not all "Smmmer" corsets are cool Some of them look cool-that's all.

not only looks cool, but actually is

It is made of a different sort of net than is used generally-net that has a For yokes and sleeves in wash large mesh, permitting the air to pass through and thoroughly ventilate the

Can we show them to you?

Men's Bathing Suits.

Men's one-piece Navy Bine Flannel Suits-regular \$1.25 suits-at 50c. Sizes 31 and 32. Boys two-piece Navy Bine Jersey Suits, 50c. Men's, 65c.

10c. Dimities, at 6¹/₄c.

Black, navy and white grounds with set figures, scrolls, vines, bouquets, fleur de lis and other effects in pink, green, blue, helio, navy and multi-color combinations.

32 inches wide-sheer, cool and airy. We've sold hundreds of yards this season at 100. Pick now from these new, full pieces at 61/4c. Mail orders will be carefully looked after.

17c. Dimities, 8c.

In short lengths-one up to ten yards-black, navy and light grounds

Dimity Lawns, 41/2c.

Another case of pretty Dimity Lawns will go on sale to-morrow, at 41/2c.

10c Dress Ginghams, 51/2c. Checks, stripes and plaids—all colors, One of the season's best bargains.

10c. Crash Linen, 5c. Good weight. Natural linen color. Five yards for a skirt.

25c. White P. K., 19c.

Excellent quality. Medium and wide welts and cords. Not remnants-full pieces.

20c. India Linon, 15c.

82-inch White India Linon and Per-sian Lawn. Pine and sheer. Laun-ders beautifully.

Large Size Turkish Towels-10c. each.

Its much nicer to use your own towels than those furnished by the bath-house keepers. These are extra heavy, large size and very absorbent. A pretty good 123/2c. towel, for 10c.

75c Negligee Shirts, 50c

White cambric bodies with cool, comfortable full Swiss bosoms-colored stripes.

You should get a few, by all means, for your summer trip. The ladies At \$1.25—deep flounce—heavily corded. Others at \$1.50, \$1.75 and \$2.
Colored Petticoats with bright metallic stripes—bac, instead of \$1.25.

20. French Corset Covers, at 20.—combrie—Val. lace on yoke and sleeves. Another style has torelion lace on yoke and sleeves. Another style has torelion lace on yoke and sleeves. Pearl buttons.

Total should get a few, by all means, for your summer trip. The laques you'll not be apt to get mixed up in a law suit.

Full line of sizes.

Mon's and Boys' Madras Negliges Shirts—attached cuffs and collinguation of the pair for \$1.25.

The remous 20th Century Sox—black

The remous 20th Century Sox—black

Beautiful quality Black Lisle Thread

25c.
ie famous 20th Century Sox-black and tan-derby dye-silk finish-spileeth heel mel toe-warranted absolutely stainless. Three hundred dozen pairs of these regular 125c. for 25c on sale to-morrow at 3 pair for 25c.

for 25c.

Good Madras Negligee Shirts—cuffs to match—all sizes from 12½ up to 17.

These are regular 62c. shirts. On sale to-morrow at 375c. each—3 for \$1. Sizes 14. 15½, 16. 16½ and 17. Cool and comfortable Night Shirts—regular \$1.25 shirts at 26c.

Regular 75c. extra quality muslin Night Shirts—with collar—59c.

Excellent plain Black and Tan Sox—regular 18c. grade, at 12½c.

Colored Underwear-blue, pink and brown-shirts and drawers-not all sizes of each color-regular 50c, goods, at 375c, or 3 garments for 31.60.
The genuine Otts 31 Liste Thread Underwear-shirts and drawers-75c, each.
The "Yale" Suspenders-54 different style webs-some are elastic-some are not, 25c, a pair.

Twelve splendid styles of Fancy Sox-stripes and dots-excellent quality-

Mosquito Canopies.

Made of closely woven netting on strong umbrella frames. To suspend from ceiling. Will keep out flies, mosquitoes and all other pests.

For single beds, at \$1 and \$1.25. For double beds, at \$1.50 and \$1.75. "Dixie" Canopies-to attach to

beds—at \$3. Double, bed size only. Not the old fashioned ones, but Why, it's almost cool to the the new up-to-date sort with every improvement.

New Belts.

Patent leather belts, with harness

With ball and socket fasteners— Hammocks—89c. and \$1. same price.

Summer Jewelry.

Brooches--5c. Were 19c. Fifty very pretty styles.

Gilt Collar Buttons-1c. Black and Gilt Beauty Pins-1c. Sterling Silver Dumb Bell Cuff Links-19c. a pair. Sterling Silver Brooches-25c

Silk Fan Chains-with sterling silver slide and swivel-25c.

Sterling Silver Thimbles-10c. Roll plate Eye Glass Chains-25c. Sterling Silver Nethersole Bracelets-

The genuine "Krementz" Collar But-tons-17c, each. tons—17c. fach.
50c. Hat Pins—25c.
10c. Hat Pins—5c.
10c. and 19c. Stick Pins—3c.
Sterling Silver Chatelaine Brooches—
large size—50c.

Strong, serviceable and sightly-Others at \$1.25, \$1.50, \$2, \$2.50

Sewing Machine.

The Demorest

High Arm \$19; Drop Head \$20

the Favorite Amusement,

Many Leaving for Summer Resorts-The N. F. T. Club Entertained-A Flag Dinner

A tug party was given on Friday morning in honor of Miss Brown, of Williamsport, Pa., and Mr. Clay Mc-Cormick, of Lock Haven. About thirty people enjoyed this occasion.

and Mr. John Woodside.

Miss Regina Gann complimented her guests, Miss Lillian Brown, of Williamsport, Pa., and Miss Katherine Ritter, of Lewisburg, Pa., with a delightful beach party on Monday. Those present were Miss Gann, Miss Ritter, Miss Brown, Miss Gann, Miss Ritter, Pa.; Mr. Arthur Mallet, Mr. Howard, and Mr. Lowery.

THE N. F. T. CLUB ENTERMANN.

Miss Mabel Allyn is expected home from Alexandria, Va., this week.

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Miss Miss Mabel Chamber-laine, Miss Mabel Chamber-laine, Mrs Mass Mabel Chamber-laine, Mrs Mrs. Ward Mrs. Puller, Dr. Kennon, Dr. Burgess and Mr. Howe.

Miss Rowland Raylor and Miss Rowland Raylor and Miss Loulie Sharp left last evening to search the Adams of Richmond; Miss Ruth Ferebee, Miss Emily Allyn, Miss Firms of Richmond; Miss Mabel Chamber-laine, Mrs Mabel Chamber-la

FLAG DINNER.

Mrs. Frank Rumble entertained at a very unique dinner on the Fourth of July. The house and galleries were decorated with flags and lanterns, and the guests were the national colors. As far as possible the color scheme was carried out in the menu. A bright time was enjoyed, and the evening closed appropriately with fire works. SOCIAL ITEMS.

Children's colored Jap fans-3c., 39c. for the 50c. ones. instead of 5c. 25c. for the 29c. ones. And, there's not many left.

New Lansdowne.

That beautiful silk-warp fabric with the fine wool filling-made by Wm.

We tell the maker's name so that you may know it is the genuine Lansblack tan pink red cream

light blue old rose national blue navy pearl tobacco brown

42 inches wide. \$1.25 the yard.

Wash Silks Reduced. Persian Rugs—\$1.50.

Deep fringe.

That is, they are Persian patternsdeep, true colorings of the Orient. Six patterns. Size 27x54 inches.

White All-over Lace.

50c., 621/2c. an.1 75c. a yard.

Plain Nainsook Tucking, 50c. With cluster tucks, 624c. Swiss and Organdic tucking, with Val. insertion, 75c. on up to 34.

Cambric edges and insertions—worth 6 and 8c.—to-morrow at 5c.

Beautiful Cambric Embroderies—rich, showy patterns—5 inches wide—to-morrow loc., instead of 124c.

Val. Lace—all widths—worth 374c., at 25c. a dozen yards.

The American Lady

body.

buckle-25c.

Ooze Leather Pulley Belts-gray and pillow attached.

Coze Leather Dog Collar Belts—Se. Oze Leather Belts—diamond shape back—English harness backle—gray and brown—beautifully finished—50c. Others at \$1.25, \$1.50, \$2, \$2.50 and \$3—with deep valance—pillow attached—spreader at head and foot,

July Fashions.

The Delineator for July is now here—Ba
Fashion sheets—free.

SOCIAL AND PERSONAL

Genuine Marseilles Bed Spreads—beau-tiful patterns—extra quality—\$2.50, hemstitched or plain.

Tug Parties and Beach Parties

Tug parties and beach parties seem to be the favorite anusement at present. The tug party to Oid Point on Friday evening, arranged by Mr. Winston Parrish, was a most enjoyable one. The party left Portsmouth on the tug Pocahontas, Mr. S. Stribbling Marshall and Mr. Jouens of Priday evening at her cottage at Willoughby Spit. After refreshments hall and Mrs. Burnes acting as chaperons.

Others who enjoyed this occasion were Miss Nannio Butt, Miss Luile Hudgins, Mr. Stribbling Marshall in C. Charlottevy Mrs. Stribbling Marshall in C. Charlottevy Mrs. Stribbling Marshall Mrs. Bornes were Mrs. Bornes were Mrs. Bornes and Mrs. Jones Miss Elia Cuplear of Portsmouth Nau Dey Saille Dey, Louise Jones, Frances Couper, C. Charles Mars. Miss Elia Cuplant. of Suffolk; Miss Willets, of Philadelphia; Miss Sykes, Miss Elia Cuplant. of Suffolk; Miss Ling Mrs. Mrs. Willets, of Philadelphia; Miss Sykes, Miss Elia Cuplant. of Suffolk; Miss Mina Dewey, Miss and Mrs. Hillsoly engage and Mrs. Jones of Mrs. Jones of Mrs. Jones of Mrs. Mrs. Willets, of Philadelphia; Miss Sykes, Miss Elia Cuplant. of Suffolk; Miss Mina Dewey, Miss and Mrs. Jones of Mrs. Jones

MISS WILLIS AND MISS MARTIN COMPLIMENTED.

Mrs. Sultzer and Miss Sue Sultzer, of Baltimore, are the guests of Mrs. W. T. Sutton, on York street.

Miss Ella Womble, who has been visiting Mrs. Wells, in Ghent, has returned to her home, in Bacon's Castle, Misses Maud and Ruby Scruggs, of

the party returned and enjoyed supper at Mrs. Brown's home. Those who enjoyed this occasion besides the hostess and the gnests of honor were Mrs. Martin, Miss Kathryn Peebles, Miss Abbie Wilson, Mr. C. Grant, Mr. William Wrenn, Mr. Roland Culpepper and Mr. John Woodside.

Miss Mabel Aliyn is expected home from Alexandria, Va., this week.

Miss Regina Gann complimented her Mrs. Wilson, Mr. Department of the properties of the party returned and enjoyed supper at Mrs. Robertson, Mr. Theo. Skinner, Mr. Carter Farrar, and Mr. Thornton are at the Sea View Cottage, Virginia geach.

Dr. Feild entertained Thursday eventing at the Atlantic Club. His gnests were Mr. and Mrs. Cobb, Miss Buth Ferebee, Miss Emily Allyn, Miss Mabel Chambertaine, Miss Mabel Chambertaine, Miss Mabel Chambertaine, Mrs. Puller, Dr. Kennon, Dr. Burlier, Mr. Puller, Dr. Kennon, Dr. Burlier, Mr. Carter Farrar, and Mr. Thornton are at the Sea View Cottage, Virginia geach.

Miss Blanche Hargrove left Saturday is the greatest ice saver on the market. We guarantee every Refrigerator to give form. Alexandria, Va., this week.

Miss Mabel Aliyn is expected home from Alexandria, Va., this week.

Miss Mabel Clambertained Thursday eventing at the Atlantic Club. His gnests of Miss Burling at the Atlantic Club. His gnests of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Sea View Cottage, Virginia is the greatest ice saver on the market. We guarantee every Refrigerator to give form.

Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gnest of Miss Burling at the Atlantic Club. His gness of Miss Burling at the Atlantic Club. His gness of Miss Burling at the Atlantic Club. His gness of Miss Burling at the Atlantic Club. His gness

Miss Marie Cline, of Suffolk, is visiting Miss Sue Dey, on Bute street. Miss Lily Pegram, of Richmond, is visiting friends in the city.

Miss Neilie W. Wright left Friday for Charleston, S. C., to attend the Teachers' Convention.

Miss Sue Lowery gave a reception on Thursday evening in honor of Miss Gann, company. It was a very en-joyable occasion, and those who call-ed during the evening ere Miss Mar-shail, Miss Pettis, Miss Hudgins, Miss Brown, Miss Ritter, Miss Barrett, Mr. Howard, Mr. Clay McCormick, Mr. Barrett, Mr. John Lowery, Mr. Mack and Mr. Tom Lowers. Dainty refresh-ments were served during the evening.

The sloop-yacht "West Wind" win begin a Northern cruise from Norfolk on August 4th, the cruise including Stops at several cities along the coast up to Adamtic City, N. J. The party will include Messrs. Thomas Tanner, Itichard Taylor, Frank McCullough, Theo. Williams, Walter Taylor and Saunders Taylor.

Continued

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The sloop-yacht "West Wind" win begin a Northern cruise from Norfolk on August 4th, the cruise including Stops at several cities along the coast up to Adamtic City, N. J. The party will include Messrs. Thomas Tanner, Theo. Williams, Walter Taylor and Saunders Taylor.

Continued

out it no happiness can be complete. The ordeal through which the expectant mother must pass, however, is so full of danger and suffering that she looks forward to it with indescribable fear. Every woman should know that the danger, pain and horror of child-birth can be entirely avoided by the use of "MOTHER'S PRINED," a scientific liminent. By its aid thousands of women have passed this great crisis in perfect settle and without some love beautiful to the contraction.

Is the joy of the household, for with-

Carriages and Go-Carts.

Here you'll find the choice patterns of the Whitney, Heywood and Wakefield factories to select from. All the new styles and up-to-date attachments. Call early and make your selection. Sold on time.

Mattings____

We have them in all styles, qualities and prices. Beautiful patterns at low prices. WE LAY THEM FREE.

MOSQUITO CANOPIES-All sizes and prices.
All kinds of Summer goods required for home comfort sold on Easy Terms,

JOHN B. LOUGHRAN, 319-321 CHURCH STREET.

107 East Broad St., Richmond, Va. Plant Decorations, Choice Rosebzd Cut Flowers, Funeral Destyn s. &c.

STENGIL GUITERS Rubber and Steel Stamps, Railroad, Hotel, Baggage and Brass Checks, Scals Badges, Stencil and Stamp Inks, Pads, Daters, etc. PHŒNIX Stamp and Stencil Works, Job Printers, Cer. Nivison and Church Sta

Saturdays, 10 p. m.

HAMMOND FLORIST,

Store closes 6 p. m.

Mrs. Helen Brown gave a beach party on Friday evening complimentary to her guests, Miss Helen Willis and Miss Nettle Martin, of Cambridge.

Mr. Caldwell Hardy and family left westerday for Blue Ridge Summit.

Misses Maud and Ruby Scruggs, of Atlanta, Ga., will spend this month at Virginia Beach.

Misses Maud and Ruby Scruggs, of Atlanta, Ga., will spend this month at Virginia Beach.

The regular Saturday afternoon receptions at the Country Club have